

THE LASALLE NEWS



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The LaSalle News — LaSalle, Ontario

S.A.G.

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PAGE ONE

Report Welcomed By Reeve

The OMB interim report released last Saturday was received by Municipal officials with relief in many cases, and certainly with approval, inasmuch as is presently known about the stipulations.

Reeve Brunet, when asked Monday how he felt about the ruling, stated, "It's definitely a step forward". Officials had been apprehensive for some time that amalgamation would mean loss of services and increased costs to the Township. With the disposition by the OMB, grants enjoyed up until now will be retained. These grants whereby education and Township improvements are maintained at pre-annexation levels for a five year period and thereafter on a diminishing scale for a further five years. The feeling of the Board has been that any added costs or financial bur-

tion by the OMB.

Mr. Brunet felt that if the ruling meant all fire, police and industrial development plus assessment was to be taken away from the Township, there would be little left. However at press time an early meeting with Al. Kennedy, OMB Chairman in Toronto is being sought to clarify the assessment disposition.

Certainly a step forward as the Reeve called it is the effect the new ruling will have on industry. Now industry can be lured in our Township by the lower than Windsor taxes with the advantage of big city services and their lower costs.

Another thought expressed by Reeve Brunet was the effect of the report on individual citizen interest in municipal affairs. Mr. Brunet

Road Superintendent To Retire Soon

Robert White, Township Engineer informed The News early this week that popular Harold "Slim" Cahill, Roads Superintendent for Sandwich West Township, will retire at the end of the current year.

Slim has held the job for some 21 years and seen a great deal of improvements and developments in the areas under his supervision.

Several Township officials were asked who could be the replacement for Mr. Cahill, however none could say. It is apparently a matter for the Council to decide. In the meantime it is understood from officialdom that Mr. White will officiate in this capacity until such an appointment of a replacement is made in the very near future.

Bob White told the News that at the moment there are no new projects under way or contemplated in the immediate future. The present Township administration is endeavoring to get the new OMB directive clarified before considering any new moves.

Police Social A Great Success

Dashing Bob Bratt told the News that last Friday's big Dance held by the Sandwich West Police Association, and held at the Teutonia Hall was a rollicking success. Many local residents were seen at the Ball, and Dinner.

Some 281 dinners were served, and we understood from local gourmets that the cuisine was excellent. From what this reporter could learn, many a constable and his wife overlooked calories as they looked over the wonderful foods served.

The highlight of the evening was the gyrating antics of artiste performer Lina Tubsa, who came out of retirement, to prove to the boys in blue she still had what it takes. From usually reliable reports she had lots, and put on a most exciting act.

Rinks Ready For Flooding

Water Dept. Superintendent, Harold Quick, when interviewed at the Municipal Offices, stated that there are now 71 new services installed, and all hydrants in and completed for the winter, in Redevelopment Area No. 71. This is indeed a great tribute to Mr. Quick's department and certainly a job well done.

(Continued on page 4)

Elmer & Bob Go On Patrol



School Patrol Officer Bob Bratt is pictured beside his wagon prior to supervising another school patrol. Constable Bratt has taken great interest in teaching safety to school children and is doing a fine job.

Safety Patrol Having Excellent Success

The School Safety Patrol operated by the Sandwich West Police Department should be a source of pride for all area residents. Supervised and instructed by popular Constable Robert Bratt, the patrol in many ways is further ahead in development and efficiency than many others throughout the Province.

Under the capable direction of this "man in blue", are some eighteen school patrols throughout the Township. This figure comprises 6,000 students, which is in itself quite an obvious responsibility for any policeman. In speaking with Bob Bratt, one is impressed with the deep down dedication and sincerity of the officer. As Safety Officer for the Sandwich West Police Department, Bob takes his job very seriously. Constantly keeping abreast of the latest developments and courses designed for school patrol and student safety Bob maintains a keen group of followers in the students themselves.

There are approximately 300 school patrol children maintaining all the daily duties of the Patrol. Each

school has its own patrol, the actual number of individual members depending on the size of the student body, the location of the school and the intersections in the immediate area.

Constable Bratt has an excellent record of police experience behind him. Bob joined the Leamington Police Department shortly after leaving the Royal Canadian Air Force at the end of the war. Bob later joined the Windsor Police Department where he gained considerable experience in many facets of police work.

Joining the Sandwich West Police Force seven years ago, Bob Bratt has progressed steadily in his desire to be of service to the community. The present Safety Patrol developed by this officer certainly evidences his success. Parents can be very proud of this fine officer, and thankful there is a man of his calibre with an interest in child safety to protect their offspring.

(Continued on page 4)



REEVE BRUNET

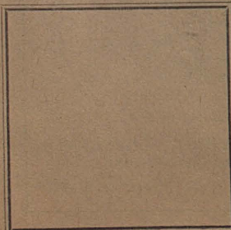
dens incurred by loss of grants at this time would be unwise in view of existing economic circumstances.

The high calibre of efficiency in schools, police and fire services in Sandwich West, as in the other areas concerned most certainly has been a factor for considera-

tion by the OMB.

Projects such as the firehall which has been brought up at times and finally set aside dormant, will still remain so as well as other anticipated projects, at least until clarification and implication of the OMB report.

Sandwich West residents can take their hat off in justifiable honor to one hard-working community-minded individual, Joe McMahon. Mr. McMahon has been striving for just over a year to get a "good deal" for the Township, and it has always been Joe who has carried the ball when new suggestions or recommendations had to be made. Good work, Joe!



The LaSalle News

Established in 1948

Authorized as Second Class Mail

Official Newspaper of Sandwich West

Circulation: LaSalle, River Canard and South Windsor

Published weekly by LaSalle Press

Telephone RE 4-7459

New Addition to News Staff

The LaSalle News today announced the appointment of Gordon Bell, of Belle River, as editor and advertising manager of the publication. Mr. Bell's new position is effective as of last week.



GORDON BELL

Gordon Bell is not a newcomer to the publishing field, having been associated with daily and weekly newspapers for over twenty years. Shortly after graduating from the Ontario College of Art following four years service with the RCAF, Mr. Bell began with the Forest Hill Journal and North Toronto Herald, both publications owned by Deachman Newspapers in Toronto. From the tabloids the next move was to join Canadian publisher Roy Thompson's newspaper empire, Preston Reporter, Sarnia Observer and the Chatham Daily News, specializing in advertising sales and promotional layouts. Following service with the small dailies of Thompson, Mr. Bell was appointed as senior layout and promotional copywriter for the Hamilton Spectator. His job was to prepare special editions for openings, anniversary issues and to do special layouts of advertising campaigns for the advertising salesmen. In this capacity Gordon attained a "newspaper first" in laying out and selling a complete nursery catalogue of sixteen quarter pages folded into a booklet. This was the first time in the history of newspapers throughout North America that a garden nursery catalogue was published as part of a newspaper. The resulting sales to the nursery firm were excellent as a letter of testimony from the owner verifies.

Two years after joining the Hamilton daily, Mr. Bell joined one of Canada's large advertising agencies Ontario's account executive serving accounts throughout South Western Ontario in many categories from food processing to steel fabricating. This national aspect of advertising considerably broadened Gordon's background, but still the

taint of printer's ink was in his blood and Mr. Bell took over as managing editor of the North Essex News in Belle River.

A Commercial pilot, having learned to fly with the Air Force in 1941, Gordon Bell is founder and chief stock holder in Gordon Airways of Cottam, only recently awarded the Royal Mail contract to Pelee Island. Mr. Bell keeps up his flying, just having spent the spring and summer months bush flying in Northern Ontario. Mrs. Bell, quite differently from the 4 children, 3 girls and a boy, is not too fond of flying. "Flying is strictly for the birds" laughs Bernie Bell.

Quizzed at press time, our new ad manager hinted he is considering moving his family to our area. You can't beat Sandwich West, no matter where you go.

Behind The Green Door

A Toronto despatch tells of a Winnipeg mother of 11 children being sentenced to remain restricted to the inside of her house for two years after conviction of being in possession of stolen goods.

This seems ridiculous and archaic, almost childish on the part of the convicting magistrate. Reminds one of the old school adage, "Go stand in the corner Alice, you're a bad girl."

Technically this poor woman, or rather this poor "bad" woman, this naughty girl, would be guilty of breaking the law if she ran out on the street if the house caught fire. What would the disposition of the law be, say if the woman were but a tenant in her home, and the landlord asked her to move? "Sorry

sir you can legally ask me to move, but I can't legally leave!" Sounds crazy doesn't it.

Let's take another look at possible situations in this fantastic case. The woman has eleven children, and the children 2 fathers, who, the news item states are temporarily out of service due to jail terms. It is not beyond the realm of feasibility that the one father would be home again, and the inevitable bakers' dozen be conceived. In this case would the magistrate waive rules and bylaws and send an escort to accompany her to the maternity wing, or would he send a wire, — "Stay where you are, the law will not permit you to go to the hospital." Interesting isn't it, what do you suggest, Dr. Casey?



"George . . . the crisis is over . . . you can come out now . . . George!"

Heard About Town . .

A mechanic in South Windsor recalled the other day about the housewife who called to pick up her Chevy which was in for a new camshaft. As she paid for the bill, the dear lady nonchalantly asked, "Now you're fairly certain that this will help the steering?"

At a local pub last weekend, a young couple were seen sitting over a cold beer, and overheard as follows:

"Honey who is that man staring at us, shall I tell him to mind his own business?"

"Better not, dear, that's my husband, and I think he's mad at me."

Woman, fairly well stoned was coming out of the men's washroom, obviously in error, turned to her escort, remarking, "Heavens, those are the narrowest sinks I have ever seen."

The other day in Windsor while in a gas station, a new attendant was observed servicing a Volkswagon, and as he struggled under the hood, called to his buddy, a youngster, "Hey Joe, bring me some more water, this rad is almost empty."

A very close friend of ours took his Ford into a big dealership garage, bearing a broad sign, "Licensed mechanic on duty". The Ford was in for a carburetor overhaul. After being assured by the shop foreman that the work would start immediately, our motorist friend left. Returning some 90 minutes later for his car, he paid his bill, and walked out to his auto. It was still parked in the same place and the hood had obviously not been touched, this was apparent by the lack of hand marks on the dirty finish. Questioning the foreman, he was told that the mechanic had spent well over an hour rebuilding the carburetor, getting new parts out of the stock room. To satisfy the customer, the foreman called the big mechanic over, asking him to explain what had been done. The stalwart technician indignantly said:

"I not only fixed it but I put a new fuel pump on it. Your old one was terrible". With this he walked over to an almost identical Meteor and said "Here I'll start her up and you listen to it. You'll never recognize it". My friend didn't, it was not his car!

St. Paul's Plan for Christmas

The special feature of St. Paul's CPTA November meeting, was open house, before the business meeting.

Sales were reported good on the Christmas draw tickets. Prizes are: 1st - Boys' or girl's Bicycle 2nd - Transistor Radio 3rd - A Turkey

Booth committees for the 1963 Fall Fair, were formed under the direction of Mrs. Anthony Rainone, as follows:

Used Toys: Mrs. Frank Doiron
Green Thumb: Mrs. Jos Cloutier
Popcorn and Candy: Mrs. Jos McKernan

Handicrafts: Mrs. Wm. Gilbert
Lunch: Mrs. John Babchuk
Baked Goods: Mrs. Alex Kapasi
White Elephant: Mrs. Gordon Renaud

Fish Pond: Mrs. Leo and Gordon Seguin

Bingo: Mr. Gordon Seguin
Parcel Post: Mrs. John Broughton

Publicity: Mrs. John Broughton

Three prizes have been donated for pupils bringing in the largest number of Dominion Store slips before Christmas.

A request will be made for extra patrolling of the Malden Road area, just before and after school hours, due to the accident there, last week.

A Christmas cake has been donated as a Door Prize, for the December meeting by Mrs. Anthony Rainone.

GOOD CLOTHES DESERVE

OUR FINE

"CUSTOM CARE"

Master

CLEANERS

Windsor's Favorite Dry Cleaners

1249 GRAND MARAIS
SOUTH WINDSOR1081 OTTAWA
AT BENJAMIN

WINDSOR HOME

FUNERAL HOME EST. 1904

AT YOUR SERVICE
IN TIME OF SORROW

411 RIVERSIDE DR. E. - WINDSOR

(Formerly Albemly J. Janisse & Son)

Francis L. Janisse, Owner - Director
FREE PARKING FOR YOUR CONVENIENCE

Office: CL 4-2585

RES: CL 4-7428

SHOPPERS GIFT GUIDE

CHRISTMAS SEASON SUGGESTIONS In LaSalle - Rosedale - Windsor - Belle River - Emeryville
— LA SALLE —

LA SALLE WINDSOR
734-7272 CL 6-1056

RAY'S RADIO & TV

AUTHORIZED R.C.A. DEALER

— Specializing in Philips TV —

SALES & SERVICE

260 FRONT ROAD LA SALLE
PHONE CL 2-1607

Layaway Toys for Christmas

 :: Fine Variety
:: Well Made

COMPLETE
TOYLAND
DISPLAY

**RENAUD
I.H.A. HARDWARE**

FRONT RD. LA SALLE 734-8061

734-7851

**BART EVON
FURNITURE**
AND
Colony Shop

Modern & Colonial Furniture
TV and Appliances

Open till 9 p.m. . . .
MONDAY, TUESDAY
THURSDAY & FRIDAY
CLOSED WEDNESDAY

1661 FRONT ROAD HWY. 18
LA SALLE, ONTARIO

Layaway A Gas Drier



PHONE CL 4-4701

Stiers Gas Appliance
NO. 18 HWY. LA SALLE

FOR CHRISTMAS A
MODERN
KITCHEN

by 

— TERMS —
HOME IMPROVEMENT PHONE
734-7863 TO-DAY

Conklin Lumber

FRONT ROAD LA SALLE

TEMESY'S MEATS

CUSTOM CUTTING & SMOKING

COOKED and FRESH MEATS

Delivered to Your Home

— Freezer Meats Our Specialty —

RE 4-7642 RIVER CANARD, ONT.

CHATEAU LA SALLE TAVERN

NOTED FOR FINE FOODS DANCING EVERY TUESDAY

Sun Valley Ranch Boys
FEATURING GENE DROUILLARD and GUITAR

MODERN-OLDE TYME SQUARE DANCING

Saturday Afternoon and Evening — Earl Roach and the Canadian Ramblers
Friday and Saturday Evening — Modern Dancing — DON De CARLO TRIO

Featuring Harry Obley, Comedien, M.C. and Song Stylist

HIGHWAY 18. FRONT ROAD, LA SALLE 734-8112

BELLE RIVER

CHRISTMAS LAYAWAY . . .
A ROCKING CHRISTMAS

"AS IN THE DAYS OF OLD"

Today it's . . .

**Platform Rockers
\$39.95 up**

A SMALL DEPOSIT WILL
HOLD YOUR PURCHASE

POLE LAMPS - \$16.95 UP
Table Lamps \$17.95 to \$22.50

A WONDERFUL ASSORTMENT



Melody-Levesque FURNITURE
BELLE RIVER, ONT. PHONE 90

"JERRY" SAYS
"They Don't Put Bay
Windows on cheap
Houses"

Big or Small
We can fit your bay
window and allow for
the back porch too.

WORK PANTS
GALORE!

Stan's Shoes
BELLE RIVER ONT.





FOR A
FAMILY CHRISTMAS
A NEW TV

THIS CHRISTMAS MAKE IT COLOR TV
COLOR TV — SALES & SERVICE

BELLE RIVER HIT-TUNE HEADQUARTERS!

• Albums • Show Tunes • Country Music

Johnny Cash — Johnny Mathis — Connie Francis

BRING THE GANG — COME IN!
TELEVISION SALES - SERVICE
HI-FI - FM - TRANSISTORS
BELLE TV & RADIO

SERVICE PHONE 217 (DAYS) 347-R-22 (EVENINGS)
Located beside MELADY-LEVESQUE
Owned and Operated by J. P. DICAIRE

WANT ADS

FOR SALE

Complete Dining Room Suite in good condition; Phone RE 4-7416 after 5 p.m.

HOUSE FOR RENT

In LaSalle, 4 rooms, modern and neat, ground floor; 3 piece tile bath; utility room; large bedroom lovely kitchen and dinette; living room; Includes heat and hot water \$55 per month; Phone 734-7290

XMAS TREES

Also potatoes, onions and apples; Phone 734-8566

FOR SALE

Seventeen inch Westinghouse table model TV, works good; make offer; Also girls 3 piece American Beauty Winter Outfit, like new; Size 6x. Phone 734-8101

FOR RENT

In LaSalle; Apartment; 4 rooms & bath; private entrance; near bus line; also small house; all conveniences; Phone 734-8175 or 734-7819

FOR SALE

Cow manure; \$3.25 per ton; delivered; Lawrence Papineau; Pleasant Park; Phone 25R14

If you are interested in a NEW CAR SEE

T. W. (Terry) McLEAN

At

JAMES CHEVROLET & OLDSMOBILE LTD.

817 Goyeau Windsor

McLean is not insane —

He'll make a deal that has appeal

Come In and See

252-4431

253-0904

FOR SALE

1 1/2 acres of garden soil on No. 18 Highway in LaSalle; Small house, cooling room; Price \$15,300; Terms; Phone CL 2-7701; Stroud & Richardson Realtors; 508 Canada Bldg., Windsor.

PRICED TO SELL

Aluminum Door, perfect condition, size 2'9 3/4" x 6'9 3/4", screen and glass — \$25; Table Lamp & Shade \$5; Wilton Rug 4'0" x 7'6" \$22.50; Wilton Rug 2'3" x 4'6" \$7.50; Lady's Gabardine Topcoat Size 38 \$7.50; Man's Topcoat Size 42 — \$7.50; Men's Suits Size 42 \$7.50 each; Electric Motor 1/4 horsepower \$5. — 3331 Longfellow; Phone 969-2573

LORETTA COX

Your

Beauty Counsellor Representative

PHONE 734-8556

Loretta Cox, 2170 Garry, LaSalle

FOR SALE

Bantam Chickens & pigeons cheap. Phone RE 4-8006

CAREER SCHOOL: Watchmaker, Jeweller, Barbering, Hairdressing; Ask for prospectus; transportation allowance and benefits. **TRANS-CANADA BEAUTY INDUSTRIES LTD.,** Moncton, N.B.

BEAUTY COUNCILLOR

COSMETIC REPRESENTATIVE

Call Bernice Shepherd

Phone 734-7493 LaSalle, Ont.

Safety Patrol Success

(Continued from page 1)

A family man, father of six children, 3 boys and 3 girls, Bob Bratt is married to charming Christina, originally a Windsprite like her husband.

One of the most interesting features of student safety instruction carried on or the benefit of the local children, is the Crusader Cycle Club, which is basically or grades 5 and 6. This is a bicycle riding safety course that is winning Province wide acclaim. At the moment the Course is organized in five of our schools. Constable Bratt hopes to have it in all grade schools in the near future.

The Crusader Cycle Course consists of a membership complete with official entry forms, identification card and lapel pins for graduating members.

Before the student can be accepted into the Club, his bike must be certified "safe" either by an appointed school instructor, or an authorized bicycle dealer. Features checked for safe operation include bars, checked for proper height, tightness, and tightness of grips. Brakes must hold when applied. Saddle must be adjusted so that leg forms a straight line when rider sits with heel on pedal at its lowest point. Broken spokes and wobbly wheels must be rectified or replaced. A fender reflector is a "must". Headlights are not required but the pupil rider must understand that a light is required by the law after dark.

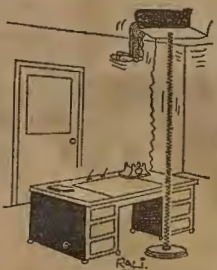
Tests for the Crusader Cycle Course consist of two types. Written tests conducted after a series of classroom lectures on signals, road rules, and traffic riding. Students must be able to identify road signs, hand signals must be understood and used at all times. Following successful completion of the

written tests the student must undergo a Skill Test Road-co, where his physical ability to balance and control the bike under various obstacle conditions is assessed. Traffic procedure and pedestrian right of way at intersections is checked. Pass marks are 100 out of a possible 150.

The successful member then gets an attractive pin and membership card entitling him to use the name "KNIGHT RIDER".

The LaSalle News salutes a great community servant and a fine policeman — Hats off to Constable Robert Bratt.

Joke of the Week



"I bought a swivel chair from you yesterday..."



INVENTOR'S GRANDDAUGHTER. Mrs. Lillian Grosvenor Jones, granddaughter of the famed inventor of the telephone, signs the register at the Alexander Graham Bell Museum at Baddeck, N.S. She was the museum's 350,000th visitor.

Rinks Ready

(Continued from page 1)

Of special interest to the children Harold Quick mentioned that all 21 rinks plus a new one in the new development area are now ready and awaiting flooding. Apparently a good penetrating frost is necessary before actual flooding in order that the ground will hold the water. So kids get those skates sharpened.

Century Club Announces Winners

Winners of the October Drawing of the LaSalle Youth Centre Century Club Drawing were as follows: \$50: Jean Forbes

\$10 each: Louis Martin, Alex Troup, Mike Manor, Sharon Evon and Jean Donovan.

CARD OF THANKS

Mrs. R. L. Howitt and family wish to express their sincere thanks to friends and neighbours for their floral tributes and other kindnesses.

Sincerely,

Howitt Family

Dymond Discusses Health in Ontario

School Children and the Public Health Nurse

Matthew B. Dymond, MD, CM. Ontario Minister of Health



BE FOXY and beat that cold Canadian winter weather. Let the winter winds blow! It won't bother you, snug in a warm red fox fur bonnet such as shown above.

FOR YOUR XMAS CARDS, Wrapping Paper, Seals, Etc. — Call Ken Manchester Phone 734-7619

FOR SALE

1969 Ford Ranch Wagon; one-owner; perfect condition — \$1650; 1883 Labadie; WH 6-6656

CHAIR CANING

Have your chairs caned. Any type - rocking chairs, high backs, straight backs, etc. Have them made like new; Hwy 18; Phone 734-7184 new. Expert work - by blind crafts-



Children play a very important part in the role of the public health nurse. When a new baby comes into the home she will call on the new mother if the doctor wishes, to offer assistance and show her how best to care for the infant. She will recommend the necessary immunization programmes to safeguard against communicable diseases. She will urge that the family physician examine the child before he starts school, so that an assessment of his general health can be made.

Once a child starts school, he again comes under the supervision of the public health nurse when there is a formally organized school health programme. She visits elementary and secondary schools on a regular basis, in order to promote and safeguard high standards of health among the children. She works along with the teacher in the education of good health habits.

Any child with special health problems is helped by the public health nurse and she shares her findings with teachers and parents. Efforts are made to help the handicapped child and to assure that no child grows up with physical defects that could and should be corrected early in life. Vision and hearing tests are made periodically on the children.

The mental and emotional health of the child is also important. Where help is needed, the public health nurse can recognize the danger signals and can suggest to the parents where special assessment and treatment can be acquired.

It is the aim of the public health nurse and your Ontario Department of Health that each child may experience health and happiness at school, through the formation of beautiful habits, so that he may develop into a vigorous, alert, wholesome and useful citizen.



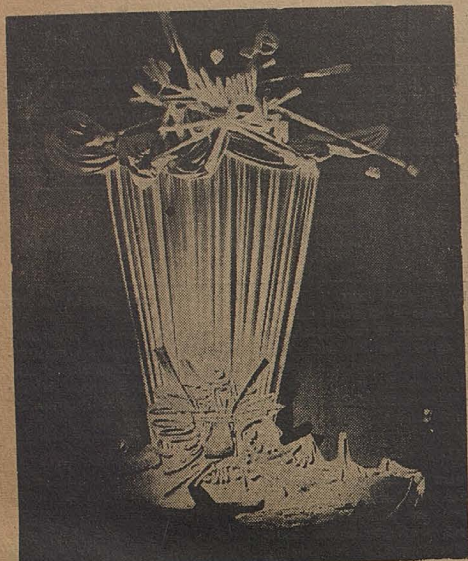
IT'S A BEAUTY! This teardrop-shaped water tank is typical of many being erected throughout Canada, especially in small prairie province towns. They are popular for their "aesthetic appearance."

SPARKS

by Willis Forbes



Some girls have what it takes to take what a man has.



A BIG BED. This is the type of bed that avant-garde interior decorators in Paris, France, believe should replace less ornate but more conventional twin beds. Question is, are there any bedrooms in Canada big enough to house such a bed? You can judge its size from French abstract painter George Mathieu, dwarfed beside it.

PTA to Meet on Monday, 26th

The Regular Monthly Meeting of the PTA of LaSalle will be held on

November 26th at Sacred Heart Church Hall at 8 p.m. An interesting discussion will be held on coming events.

SOUVENIR DESIGN COMPETITION

Recently, Prime Minister John Robarts announced that the Ontario Government will sponsor a program, recommended by the Tourist Industry Committee of the Ontario Economic Council, designed to encourage development of the souvenir industry in the Province.

This two-fold project will involve a souvenir design competition, followed by an exhibition of the design entries at the National Gift Show, Feb. 18th-21st, 1963 at the Canadian National Exhibition Grounds.

The competition offers first prizes in ten separate categories (\$100 each) with a grand prize of \$500.

Closing date for entries is:

January 31st, 1963

More Information and Contest Entry Forms available from:
ONTARIO SOUVENIR PROMOTION COMMITTEE
Room 405, 67 College Street, Toronto, Ontario



ONTARIO
PROVINCE OF OPPORTUNITY

FINAL LINE-UP



Grade children at the old Sacred Heart School in LaSalle are shown lined up for the last recess before transferring to the modern school on Kensington Boulevard.

St. Andrew's Hold Bazaar on Saturday

The Woman's Auxiliay of Saint Andrew's Anglican Church, Gladstone Avenue in LaSalle is holding its annual bazaar at the Church on Saturday November 24th from 2 until 9 p.m. Mrs. James Askin is general convener. The booths and convenors are as follows:
Post Office: Mrs. Lorne Rathwell
Sewing & Handicrafts - Mrs. Arthur Lane

Christmas Novelties: Mrs. Robert Huntley and Mrs. Carl Kogel

Fish Pond - Mrs. Russel Grondin
Baked Goods - Mrs. Ivan Causton
Country Store & White Elephant - Mrs. R. R. Endo

Variety Booth - Mr. James Askin
The kitchen and dining room will be supervised by Mrs. William Varga and Mrs. Howard Vincent. Mr. Kenneth Manchester will sell Christmas Corgases for the Cerebral Palsy. The Anglican Young People's Association of the Church will have games. There will be candy, popcorn, taffy apples and soft drinks to delight the children. Mrs. Robert Huntley is in charge of decorations and Mrs. Lorne Rathwell is handling publicity. Light suppers will be served. The public is invited to attend.

Gifts Featured at Church Bazaar

The congregation of Saint James Anglican Church, Roseland have extended an invitation to everyone to attend their Christmas Bazaar to be held on Saturday, November 24 from 1 p.m.

St. James Church is on Roseland Drive East and Neal Boulevard, and can be reached from Dougall Road, Howard Road and from Huron Line via Cousineau Road.

You are invited to come and do your Christmas shopping as there will be all sorts of Needlework, Aprons, Knitting, etc., plus baked goods, novelties, candies and the like.

GEORGE

and

**ARMAND
JANISSE**

Funeral Directors

INSURANCE
LOUIS PAJOT — 734-7552
PAUL PAJOT — 734-7887

Menzies Appliances
SALES & SERVICES
Thor, Inglis, Connor & Beatty
WASHERS — PARTS
1022 Wyandotte St. West

FOR SALE
Frying and roasting chickens and fresh eggs. Phone RE 4-7076 —
— ALSO TURKEYS —
RYER CANARD
POULTRY FARM

Canada Bread

FOR THE BEST
BREAD, CAKE, SWEET
GOODS
and
COURTEOUS SERVICE
CALL

CL 4-2589

Gordon Pare
Frank Allen
LaSalle, Ont.

Community Super Market

— We Give S & D Stamps —

PHONE RE 4-7401

FRONT ROAD

LA SALLE



Smith's New
Telephone Number is
CL 2-3661

- MORE LINES TO SERVE YOU
- EASIER TO DIAL
- EASIER TO REMEMBER

Ask for Personal Shopper
and we will shop for you.

Moore Seeks Deputy Reeve

In announcing his candidacy for Deputy Reeve, Roy Moore had the following statement to make:

I am very proud at this time to announce my candidacy for elec-

tion as Deputy Reeve of the Township of Sandwich West. I wish to thank the people who so loyally supported me before and request their support once more.

One of my main interests over

the past six years has been the protection of the school children through our Safety Program. Much progress has been made in the last six years; the appointment of a full time Safety Officer more adult patrol guards at dangerous intersections, the building of much needed school area sidewalks, traffic lights and signs have been added or changed giving maximum safety at all times to the children to and from school, and a radar system is presently being purchased to control the speed of traffic in school areas.

Some of my proposals for the period ahead of us include an ever increased program of weed control, a continuance of the street corner lighting program which I first advocated six years ago, and I will strive for more industries to join those already established in our Industrial Park and also in other designated areas such as LaSalle. I would also like to see a more realistic approach to our road program and our drainage problems in flooding areas. Police and fire department expansion must keep abreast of the population increases in our Township. I would like to see programs geared toward "regional planning" and the most efficient and economical sewage disposal system for the area, mentioned during the hearings as a possible alternative for annexation, and both vi-

tal regardless of decision handed down by the OMB.

I have always endeavoured to face the Township's numerous problems from a common sense viewpoint and with an honest apprecia-

tion of my responsibilities that are a part of my position as Councillor. If re-elected, I promise to continue to work sincerely and honestly for all the residents of Sandwich West. I have been a resident of Sand-

wich West for over 12 years, residing at 3230 Curry Avenue with my wife and two daughters and am employed by the Dominion Department of Agriculture as an Inspector for the counties of Essex and Kent.



ROY MOORE

tion as Deputy Reeve of the Township of Sandwich West. I wish to thank the people who so loyally supported me before and request their support once more.

One of my main interests over

Plante Back In Election Line-Up

In announcing his intention to run for Councillor in Sandwich West Robert Plante had this to say.

In order to bring to you again a mental picture of myself I shall begin by saying that I am now 39 years of age, married and the father of six children, who are my constant pride. I am employed by the International Harvester Company as manager of the local Customs Department, with an office at the Ambassador Bridge. Windsor has been my lifelong home and my present address for the past seven years has been 3034 Woodland Ave.

Sandwich West is at a most crucial stage and it is my belief that decisions made by our local government during the next two years can and should have an enduring quality. It is the time to elect men who think clearly, and who, above all, place your good and the good of the community ahead of any other consideration.

As I said two years ago, I like Sandwich West Township and I like you. Our aims are the same — to make our township grow, and progress as a happy, healthy place to live. Let's do the job together.

Thank you,

Robert L. Plante



ROBERT L. PLANTE

New Face on Election Scene

John H. Davies, of 3366 McKay Avenue, has announced he will run for one of the council seats.

Mr. Davies, who is married and has four children, has lived in the



JOHN H. DAVIES

township for eight years.

Mr. Davies is 43 years old and was a member of the organization committee of the Sandwich West Teen Town and served as a director for five years. He is a former director of the South Windsor Kiwanis Club and was a director of the

Pee Wee Baseball League for five years.

He was also a member of the committee that organized the construction of the Central Park swimming pool and was a chairman of the citizens committee to oppose annexation two years ago.

Maynard Totten Runs for Re-election

Maynard W. Totten, a resident of Sandwich West township for the past 12 years, has announced that he will seek re-election to the Sandwich West Council in the township election December 4th.

The father of two children, Mr. Totten resides at 3312 Curry Avenue and is employed by Ford of Canada. During his term of office from 1952 to 1958, Mr. Totten served on a number of boards and commissions and was instrumental in reducing the cost of water from the Windsor Utilities Commission to the township.

In his term from 1960 to 1962 Mr. Totten was chairman of Parks and Recreation and in this capacity has begun a new park site, new ball-ground areas, new tennis courts, and if re-elected his plans include more parks, vigorous promotion of new industry, and forward planning

in all the services which the township provides.



MAYNARD W. TOTTON

Diemer Seeks Council Seat

It is with sincerity and confidence that I announce my candidacy for the office of Councillor in the forthcoming Sandwich West Township election.

I am thirty-four years of age,

master Club. I have also taken a deep interest in the athletic pursuits of our Township's youth over the past four years. I am the sales office manager for an International Instrument Manufacturer.

A point worthy of mention at this time is the future of our youth. We are all aware that the fate of any community is in the hands of its youth. We are all aware that the fate of any community is in the hands of its youth. With this in mind, I believe that the future planning of our Township must look towards their needs; such as a Library, Skating Arena and a Community Centre where, under proper guidance and supervision, our youth will develop physically and mentally.

If elected to the Township council, I promise to do everything within my power to realize the aforementioned goals over a period of years and to carry out the wishes of the taxpayers of Sandwich West without overloading our present taxation load.

At this time, I ask for your support of the PTA, the Ambassador Toast-



FRANCIS J. DIEMER

married and the father of seven children. I reside on Avon Drive and am a parishioner of St. Gabriel's Parish. I am an active member of

Seeks Re-Election



REEVE LAWRENCE BRUNET

Reeve Lawrence Brunet has announced he will seek re-election in the December 4th election.

Mr. Brunet has served the township faithfully and well in various positions for 27 years.

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GITLIN'S
FURNITURE, APPLIANCES,
CARPETS
— Compare Our Prices —
Serving Windsor 54 Years
Ouellette Avenue corner Wyandotte

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PROP: JEANNE BLACK

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- :: Smart Assortment

\$3.99 each or 4 for \$14.44

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PHONE CL 2-9831

Firemen Launch Campaign

Captain Norman Martin of the Sandwich West Fire Department told the News the official Muscular Dystrophy Campaign was launched on Monday evening. Citizens are informed that a door to door campaign by firemen will be instituted. It will not be difficult to identify the

in-caller as he will be in fireman's uniform. Any doubts as to the identity of a solicitor should be telephoned in to the local authorities before contribution is made. Captain Martin and the men are putting a lot of of their own time into this effort for a great cause, and everyone is requested to help as much as is convenient.



Sandwich West Firemen this week launched their official Muscular Dystrophy Campaign. Pictured checking the Township map are, left to right: Firemen Al Todd, Peter Callen, Captain Norman Martin and Frank Brennan.

Smart Beauty Shoppe

52 UNIVERSITY W.
PHONE CL 3-4964
Permanents from \$5.00 & up
Shampoo and Set \$1.50 - \$1.75
Tint \$5.00
Cocktail Shampoo Tint \$3.50

N & D

Super Market Ltd.

1349 GRAND MARAIS

OPEN EVERY NIGHT
FROM 8 A.M. to 10 P.M.
(Except Sundays)

**S & M GIFT
STAMPS**

NOTICE

Herb Gray M.P. for Essex West will be the guest speaker at the Annual meeting of the Essex West Liberal Association which will take place at the Norton Palmer Hotel in the Colonial Room on Thursday November 29th at 8 p.m.

Mr. Gray will bring to the meeting a personal report from Parliament Hill. Following his talk there will be a question and answer period. The public is invited and refreshments will be served. Charles Cress, the president of the Association will be chairman of the meeting.

????????????????????

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14 Facts About

Muscular Dystrophy

- 1 Four types of Muscular Dystrophy are known.
- 2 It is a disease that gradually destroys muscles.
- 3 It changes muscle cells into fat cells.
- 4 It is not caused by a germ.
- 5 It does not affect the nerves.
- 6 It is partly hereditary.
- 7 Its cause is not understood.
- 8 It cannot be arrested or cured.
- 9 The estimated number of victims in Canada is 20,000.
- 10 About one-third of them are adults.
- 11 Adults can survive MD.
- 12 The majority of victims are children.
- 13 MD is fatal to children.
- 14 In children the first symptoms is weakness of the legs.

Food For Thought

In a recent news item in the Windsor Star, an official of the ambulance group stated that with the new increase of \$2.50 on the maximum rate per call, his firm would make only \$1.00 profit per call. This seems rather hard to believe to the reader, or rather difficult to understand.

In other words before the increase the ambulance firm was losing \$1.00 per call, or more plainly for every \$10.00 call actual cost was \$11.50. This seems very difficult to understand, when one considers that the vehicles used are not fabulous limousine type gas-hungry white elephants. Actually from what we can see, the ambulances used are popular low cost vehicles with an equally low cost of operation. Now we do realize that ambulances are more expensive than private automobiles, but why the seemingly exorbitant cost of operation?

(Continued on page 10)

\$600,000,000 FOR ONTARIO

The people of Ontario can make a \$600,000,000 present to themselves in one year by reducing their spending on imported goods by \$100 per person. This action on the part of every person in the province would help create 60,000 new jobs.

We are the world's greatest importers of manufactured goods. Contrast our yearly total with that of other countries:

Americans spend \$35 per capita.

The British spend \$75...

West Germans spend \$60...

Canadians spend \$235 per person per year on manufactured goods.

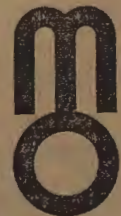
If these expenditures in Ontario on imported goods could be reduced by \$100, we would still be amongst the world's greatest importers. If that \$100 were diverted to Canadian goods we would add \$600,000,000 to our economy and help create 60,000 new jobs!

To accomplish this, the consumer must become "label conscious"; it is the sum of all our day-to-day purchases which can add up to the success or failure of our economy. Whenever the consumer reaches out for an imported product, he/she should ask, "Is there a Canadian equivalent?"

For in most cases there is a Canadian product that is as good or better. The more money we spend on things we make, the more prosperous the people of Ontario will be!



**GOVERNMENT OF ONTARIO
TRADE CRUSADE**



MORE OPPORTUNITY
The symbol of progress and opportunity for the people and industries of Ontario.

Open all day Wed. and Until 9 p.m. Thurs. and Friday

SAM'S ^{ORIGINAL} 1¢ Sale

Often Imitated
NEVER
Duplicated !

GET A SECOND SUIT OR COAT
OF THE SAME VALUE for ONE CENT MORE



Men's DRESS SHOES

Group No. 1 - 10 styles
in black and brown with
the popular new tapered
toes in oxford and slip
on styles. All sizes 6 to
11.

2 PAIR \$12.96

Group No. 2 - 40 styles
in black and brown
Nearly 3,000 pairs. Solid
leather soled shoes.

2 PAIR \$16.96

Group No. 4 - Brand
new styles. Features new
non-scutt leather uppers.
Fully leather lined.

2 PAIR \$21.96

ONT.'s LARGEST SELECTION

**MEN'S
and
LADIES'
SUITS
AND
COATS
1¢
SALE
Priced
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2 FOR \$29.96

2 FOR \$39.96

2 FOR \$49.96

2 FOR \$59.96

2 FOR \$69.96

2 FOR \$79.96

2 FOR \$89.96

Men's DRESS PANTS

Our famous Sunday
trousers now featuring
a new shipment from
Peerless Clothing. Sizes
28 to 48.

2 PAIR \$9.96

All Wool SUITS & TROUSERS

Show us a better value
and we'll double your
money back.

2 PAIR \$19.96

Pants in waist
sizes up to 56 al-
ways in stock.



USE SAM'S CUSTOM CREDIT PLAN ---- NO MONEY DOWN

WINDSOR'S largest selection of SUITS

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PENMAN'S FIRST QUALITY SWEAT SHIRTS

Reg. \$1.99 - Get another for 1¢ more

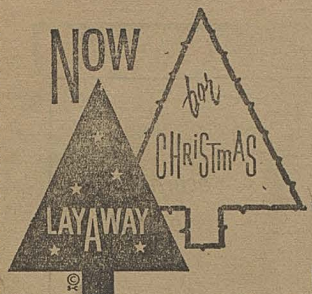
2 FOR \$2.00

WHITE - NAVY - GREY - SIZES S, M, L.

With This Ad Only

ANYONE MAY SHARE YOUR 1¢ SALE
PURCHASE WITH YOU - Cut the Cost!

SAM'S Huge Buying Power Makes This SALE POSSIBLE



Gifts

The Finest Gift Selection In Town Awaits You
GIFTS FOR EVERYONE ON YOUR LIST

Make This A Truly Wonderful Christmas - Save Your Cash - Use Gray's Charge Account - 12 Months to pay!



"I am at GRAY'S on Ottawa Street.
you can call me by phone 24 hours
a day, phone CL 6-6255 — CL 6-9901
CL 6-8482

QUILTED DUSTERS

Tricot Quilted Dusters in a variety of smart styles. Lace and satin trim. Washable. An ideal gift. Colors blue, pink, beige, white, gold. S-M-L. Others to \$14.95

\$8.95

Borg SHORTY COAT

Smartly styled Borg Shorty in seal and persian effect. Beautifully fashioned and hard to distinguish from genuine fur. Satin lined. Several styles in black, brown and gray persian effect. Sizes 10 - 20.

\$49.95

Nylon Pajamas

Capri and Baby Doll pajamas. Lace trim with sheer nylon overlays. Available in black, red, white and many pastel shades. S-M-L.

\$3.98

ROYAL LADIES SLIPPERS

Royal Lady slippers for women in leather moccasin style with leather sole, wedge heel. Nicely lined with shearing cuff to match, colors pink, blue, bone, black and lilac shades.

\$4.95

Kenwood BLANKETS

Kenwood all-wool blankets. A gift that lasts a life-time. Gray's stock all available beautiful colors. Wide six inch satin ribbon binds the ends. Beautifully boxed individually. 4 qualities to choose from in prices ranging from —

\$13.95 to \$22.50

ARROW WHITE SHIRTS

Long a favorite in both styling and quality. Available in a wide range of popular collar styles and fabrics including tabs and button downs. Sanitized or wash 'n' wear with French or single cuffs. We have your size in stock.

**\$5.00
to
\$7.95**

LAYAWAY SEVERAL - SAVE

MATCH MATES

Match-Mates. Tie and sock ensemble attractively boxed. Socks of Wool and stretchy nylon, matching woven rayon ties. Colors brown, navy, grey and Olivetones.

\$2.95

NYLON PILE SURCOATS

Men's nylon sur coat. Warm thick nylon pile lined jacket. Outer fabric of combed cotton and nylon. Knit collar, two-way jumbo zipper. Length of coat 30 inches. Colors olive and brown. Sizes 36 to 46.

\$16.95

Soft Side LUGGAGE

Light weight, double texture tweed in blue or grey. Feather light cases with out side zipper closure.

21 IN. 24 IN. 26 IN.
\$10.95 \$11.95 \$12.95

Bulky Knit CARDIGANS

Fine quality Orlon. Plain and cable stitch knit with collar. Smart beige and white. S-M-L. Others to \$9.95. Sizes 38 to 44.

\$4.95

Make Wonderful Gifts

Lace TABLECLOTHS

Candle-glow lace tablecloths from Scotland. Two-tone ivory and ecru interwoven to lovely designs. Scalloped edges. Washable long-wearing all cotton lace.

50x70 - **\$8.98**
68x88 - **\$12.98**

Irish Linen BRIDGE SETS

Sundew linen is stain resistant, pre-shrunk, washes without fading, outlast any fabric of equal weight. Choice of six lovely designs in pretty colors on white or ecru. One cloth and four napkins attractively boxed.

\$3.98

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Men's dressing gowns. We're proud to present an impressive collection of men's dressing gowns. Now is an excellent time to choose the newest fashions in the finest fabrics from our peak selection.

\$10.95 to \$14.95

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Our New Toyland is in the Basement - A Great Exciting Selection.

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to 9 p.m. - except SATURDAY -
STARTING WED., NOV. 28th
AMPLE FREE SUPERVISED PARKING AT
The Rear Of Gray's Store

GRAY'S
THE STORE WITH THE GOLDEN RULE POLICY
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Altar Society Names New Executive

At a recent meeting of the Sacred Heart Church Altar Society, the following executive were named: President: Mrs. Harold Laporte Vice Presidents: Mrs. Harry Bondy, Mrs. Nelson Souilliere, Mrs. Raymond Bergeron, Mrs. Ernest Poulin Mrs. Elmer Roehler; Treasurer: Mrs. Albert Moore, Secretary: Mrs. Vincent Meloche. Past President: Mrs. Alphonse Du-rocher.

Food for Thought

(Continued from page 7)

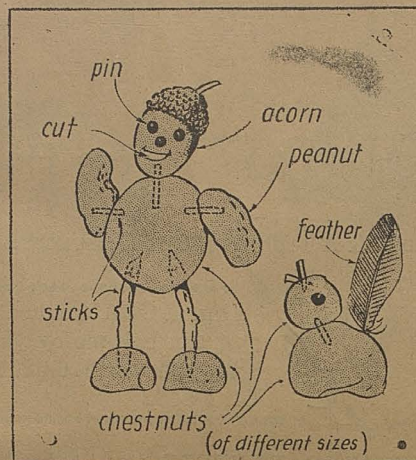
Using the figures given in the article in question, this firm makes some 4,000 calls annually, approximately. Now making this number for the sake of discussion, 4,000 calls at the MINIMUM rate of \$10.00 the gross revenue is \$40,000.00. Over a 52 week year, this breaks down to approximately 76.9 calls per week or a gross revenue of some \$770. for the 7 day period. This is in itself is good return for the monies

invested for many a comparable business.

Now let's look farther down the news item . . . "under a city contract, the ambulance company receives \$7500. per year for police and indigent work". Granted police and indigent calls have to be given, and to the layman must be at made, but nevertheless, this would still be under the 4,000 call figure least sufficient on the average. Projecting this indigent fund into weekly revenue, would mean some \$144.23, certainly this would more than cover the calls of this nature. There would be of course some weeks when indigent calls would be almost negligible, and of course other weeks when at a peak.

Now we are not finding fault with the increase, because we feel such an excellent service as rendered by our ambulance men most certainly should be rewarded to ensure properly trained and equipped ambulance work. What we can't see is how this firm could have operated so long at a loss, when the statistics as given are analyzed. Maybe some ambulances do get 10 gallons per mile, or we are dense. Just wonderin' though!

THE CHILDREN'S CORNER



These two chaps are easy to make out of nuts. You might even like to keep them for the Christmas tree.

**FIRE
CALL YO 9-4141**

or Alarm Box

AT OLD TOWN HALL, LASALLE

Notice: It is illegal to refuse to give up the line when people announce "It's an Emergency Call"

— Fire Marshall's Office

Sandwich West Police

Phone YO 9-5210

**New Fall and Winter
FABRICS**

**WOOL JERSEYS — KNITS — BOUCLES
TARTANS — CORDUOYS**

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Malden Road — Next to St. Paul's School Phone YO 9-6526

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**LaSalle
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730 MAPLE AVENUE

Next to the Railroad Track
ALL WORK DONE ON OUR
AUTOMATIC MACHINE

Horticultural Society Plans for Xmas

Mrs. G. Carson of the Greater Windsor Horticultural Society has issued the following information so you will be able to get your materials early or the Christmas arrangements Show, which will be part of the Christmas Party, at the December meeting of the Society. Please keep this information for reference. Christmas Party —

1 Mantel: No longer than 4 feet no higher than 18". Anything for material - dried grasses, seed pods, etc. Artificial material - green branches. (Evergreens)

2 Door — To facilitate displaying of door decor, have display mounted on cardboard 3' by 4' to simulate door. Anything may be used as described under mantel.

3 Living Room — Not to be over 12" overall.

(a) Artificial material — beads, balls, flowers, etc.

(b) Green branches, dried grasses seed pods etc. may be painted

(c) Combination of both a & b.

4 Men only — Indoor arrangements. Anything may be used. Originality to count.

5 Mobiles — Decoration that hang; originality to count. Keep size suitable for indoor home use.

Rules — 10c entry fee for all entries; Open to members of our own GWHS; No Live Flowers to be used. Prizes will be given. Points for judging: (1) design 25 points; (2) material - harmony of components, blending of colour 25 pts; (3) originality 50 points; For Men's class & mobiles - originality 75 pts; Materials 25 points.

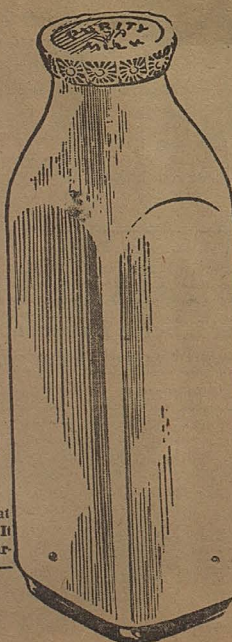
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COUNTRY FRESH

MILK

Refreshing; Healthful To Drink — and for your Cooking!

**The Best
MILK YET!**



For better health and performance enjoy the bracing lift that lasts — a tall glass of refreshing Purity Country-fresh milk. It knocks out fatigue with a nutritional punch — it's the smartest pick-me-up of all. Adults need at least 3 glasses daily — children need much more.

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**They'll Have A
Swingin' Good Time**



IMPORTED SWEETHEART. Archie (left), a 14-month-old orangutan, had his bride imported all the way from Borneo. The young couple will honeymoon at Toronto's Everdale Zoo.

WINDOW SHADES-CUSTOM MADE

**DISCOUNT ON ALL BLINDS
(INCLUDING SHADOW PROOF)**

WITH CLEANING — FREE TURNING & REPAIR

M. E. LeBlanc — CL 2-1903

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